



Communities That Care

# Community Planning Training

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Identifying  
Systems-Change  
Strategies

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Trainer's Guide  
(45 minutes)

Module 6

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### Mouse-Click Icon

*(for a computer-based presentation)*

The mouse-click icon shows you what information will come up on the slide when you click. (Some slides use several clicks.)

## Module 6

Communities That Care

# Identifying Systems-Change Strategies

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Slide 6-1

## Notes

*In the previous modules of this phase, you worked on identifying and selecting tested, effective prevention strategies to address the problem behaviors of your community's youth. Implementing these programs, policies and practices in your community may involve restructuring several community resources. Expanding or modifying existing programs, policies and practices may also require restructuring community resources. Systems-change strategies will address these concerns. In this module, you will learn how to modify your resources in several ways.*



Slide 6-2

# Notes

Phase Four:  
Creating a Community Action Plan

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Community Planning Training Day Two: Program Planning

Module 5

Understanding Program-Level Evaluation

Milestone: Develop an evaluation plan

Module 6

Identifying Systems-Change Strategies

Milestone: Develop implementation plans for each program, policy or practice selected

Module 7

Drafting a Community Action Plan

Milestone: Develop a written Community Action Plan

Module 8

Next Steps

Milestone: The community is ready to move to Phase Five: Implementing and Evaluating the Community Action Plan

WE ARE HERE.

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Review the milestones covered in the Community Planning Training. Let participants know that you will cover the milestone “Develop implementation plans for each program, policy or practice selected.”

## Module 6 goal

Participants will know how to identify potential systems-change strategies to be included in the Community Action Plan.

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Slide 6-3

# Notes

Review the goal of the training.



Slide 6-4

# Notes

## Objectives

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Participants will be able to:

- Describe the purpose of systems-change strategies.
- Identify potential systems-change strategies to include in the Community Action Plan.



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Review the objectives.





## Slide 6-5

*Selecting and implementing tested, effective prevention strategies is important, but it's only part of the process of promoting positive youth development in your community. Even the best programs can have limited effectiveness if existing systems within the community do not support the programs' desired outcomes. This is why systems-change strategies are important.*

*Some systems-change strategies may require little or no funding, while others may be very expensive and time-consuming. It all depends on the size and scope of the change you want to effect.*

- *facilitating successful implementation of your selected programs, policies and practices*
- *addressing resource gaps and issues.*



Slide 6-6

## Notes

### Addressing your community's needs

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- Resource gaps
- Resource issues

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#### Objective 1: Describe the purpose of systems-change strategies.

*Developing systems-change strategies may involve identifying resource gaps or issues in your community. A careful evaluation of your Resources Assessment Report can help you identify your needs. This can help ensure that the system is ready for the programs, policies and practices that you're going to implement, modify or expand.*

*Generally, resource gaps and issues address the following:*

- *Resource gaps involve a lack of resources. A need for money, a lack of understanding between community leaders or organizations, or ineffective communication in the community are some examples of resource gaps that can hinder implementation, modification or expansion of a program.*
- *Resource issues involve altering the way in which resources are being used. For example, your community may have an ample budget, but the money could be used in a more productive way. Knowing how your community's resources can be altered is often effective because it maximizes your current assets.*



## Specific elements of a system

- laws and policies
- communication methods
- current programs
- ways organizations and people are used
- funding sources and funding streams

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Slide 6-7

# Notes

### Objective 1: Describe the purpose of systems-change strategies.

Here are some more specific ways in which elements of a system can be altered so that implementation, modification or expansion of a program, policy or practice is more effective:

Review each item as you click it onto the screen.



You may need to review and advocate for changes in laws and policies in your community to help ensure that they support the goal of keeping children from engaging in problem behaviors.



You may need to evaluate what information is being communicated to youth and determine how to ensure that they are getting consistent messages about healthy beliefs and clear standards.



You may need to assess whether current programs that address your community's priority risk factors are effective and, if not, whether they should be discontinued.



You may need to examine and improve the effectiveness of the ways organizations and people are used to help your community's youth.



You may need to find funding sources and funding streams that will finance the changes you wish to make and maintain.



Slide 6-8

## Notes

### Systems-change strategy examples

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#### Example 1:

- changes in how school and city resources are used
- changes in school policies
- changes in how parents are recruited for training sessions

#### Example 2:

- changes in how school and city resources are used
- finding new funding

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### Objective 2: Identify potential systems-change strategies to include in the Community Action Plan.

*As you know, implementing, modifying or expanding programs, policies and practices may require systems-change strategies. The systems-change strategies will vary depending on your community structure and the programs you want to implement.*

*Let's say that you want to implement a parenting program that aims to keep children from using drugs. Possible systems-change strategies for ensuring the effectiveness of the program might include:*

- *having schools and city government collaborate so that human resource agencies work together to deliver the training in multiple settings (schools, community agencies, family support centers, etc.)*
- *having elementary and middle schools require the parent's completion of the parenting program as a condition for the child's graduation*
- *having schools and community leaders collaborate on a media campaign to promote the benefits of parent involvement and recruit parents to come to trainings.*

*Now let's say that you want to expand a parenting program that is available to those in the largest city of a county but not in the outlying communities or rural areas. Possible systems-change strategies that could help expand or modify the program might include:*

- *having schools and city government collaborate so that human resource agencies work together to help deliver the program to areas in need*
- *finding funding sources or funding streams that would support the expansion of the program.*

## Using effective teamwork can help:

- manage responsibility
- include more agencies and individuals
- ensure that a sustainable community change takes place.

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Slide 6-9

# Notes

## Objective 2: Identify potential systems-change strategies to include in the Community Action Plan.

*You may have noticed that the previous examples relied upon different community agencies working together to bring about the systems change. Effective teamwork is essential to this process for several reasons:*

- *Each agency will have a manageable amount of responsibility for bringing about change. This will help ensure that no agency is overburdened.*
- *Using effective teamwork ensures that more agencies and individuals have an active role in helping to shape policy. The more involved people can be in shaping policy, the greater their commitment to change will be.*
- *Teamwork can help ensure that a wider and more sustainable community change takes place. It makes sense that community-wide involvement and commitment can result in a more lasting change.*



Slide 6-10

## Notes

### Activity: Using systems- change strategies

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- Choose one of the programs on the Strategic Planning Worksheet.
- Identify 1 or 2 systems-change strategies and system elements.
- Share your results.

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### Objective 2: Identify potential systems-change strategies to include in the Community Action Plan.

Now that you are familiar with some of the ways in which systems-change strategies can work, try to determine what systems-change strategies would help support the programs you select.

### Activity: Using systems-change strategies

Time: 15 minutes

Instructions:

- Ask participants to work with others at their table. Ask them to take a look at the Strategic Planning Worksheet and choose one of the programs they plan to implement, modify or expand.
- Explain that each group should identify 1 or 2 systems-change strategies that would support successful implementation, modification or expansion of the program in their community. Include what system elements (laws and policies, communication methods, current programs, ways organizations and people can be used, funding sources and funding streams) each strategy addresses. Ask them to record their information on the Systems-Change Strategies Worksheet in their Participant's Guide.
- Then have them come together as a large group and share their results.

**Note to trainers:** Have someone write each group's results on the Strategic Planning Worksheet so that all participants can see them. Let participants know they'll be using this information later in the training and when they write their Community Action Plan.

# Systems-Change Strategies Worksheet

Name of program:

Systems-change strategy to  
help implementation of program:

What system element does this  
systems-change strategy address?

- ☐ Laws and policies
- ☐ Communication methods
- ☐ Current programs
- ☐ Ways organizations and people can be used
- ☐ Funding sources and funding streams

Name of program:

Systems-change strategy to  
help implementation of program:

What system element does this  
systems-change strategy address?

- ☐ Laws and policies
- ☐ Communication methods
- ☐ Current programs
- ☐ Ways organizations and people can be used
- ☐ Funding sources and funding streams

Name of program:

Systems-change strategy to  
help implementation of program:

What system element does this  
systems-change strategy address?

- ☐ Laws and policies
- ☐ Communication methods
- ☐ Current programs
- ☐ Ways organizations and people can be used
- ☐ Funding sources and funding streams



Slide 6-11

# Notes

## Phase Four: Creating a Community Action Plan

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### Community Planning Training Day Two: Program Planning

#### Module 5 Understanding Program-Level Evaluation

Milestone: Develop an evaluation plan

#### Module 6 Identifying Systems-Change Strategies

Milestone: Develop implementation plans for each program, policy or practice selected

#### Module 7 Drafting a Community Action Plan

Milestone: Develop a written Community Action Plan

#### Module 8 Next Steps

Milestone: The community is ready to move to Phase Five: Implementing and Evaluating the Community Action Plan

NEXT  
UP

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Let participants know that in the next module they will work on developing their Community Action Plan.